

## **RESOLUTION NO. R2011-30**

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WILDWOOD, FLORIDA PROVIDING THAT RESEARCH INDICATES THAT TOBACCO USE IS THE NUMBER ONE CAUSE OF PREVENTABLE DEATH IN THE UNITED STATES AND ALMOST 90 PERCENT OF TOBACCO USERS STARTED BEFORE THEY WERE 18 YEARS OLD; PROVIDING THAT RESEARCH INDICATES THAT TOBACCO MANUFACTURERS ARE TARGETING YOUTH WITH FLAVORED TOBACCO PRODUCTS; PROVIDING THAT IN SUMTER COUNTY NEARLY 1 IN 4 HIGH SCHOOL YOUTH HAVE USED TOBACCO; PROVIDING THAT SUMTER COUNTY YOUTH USE SMOKELESS TOBACCO PRODUCTS AT A SIGNIFICANTLY HIGHER RATE THAN THE YOUTH IN THE STATE OF FLORIDA; PROVIDING THAT TOBACCO MANUFACTURERS ARE BANNED FROM DIRECTLY OR INDIRECTLY TARGETING YOUTH IN ADVERTISING; PROVIDING THAT RESEARCH BY STUDENTS WORKING AGAINST TOBACCO YOUTH AND THE TOBACCO-FREE PARTNERSHIP OF SUMTER COUNTY FOUND THAT THE MAJORITY OF TOBACCO RETAILERS SURVEYED IN SUMTER COUNTY SELL FLAVORED TOBACCO PRODUCTS OF VARIOUS KINDS; PROVIDING THAT THE CITY COMMISSION SUPPORTS THE SUMTER COUNTY STUDENTS WORKING AGAINST TOBACCO YOUTH AND THE TOBACCO FREE PARTNERSHIP OF SUMTER COUNTY IN THEIR EFFORTS TO STOP USE OF SUCH PRODUCTS BY THE YOUTH OF SUMTER COUNTY; URGING TOBACCO RETAILERS TO STOP THE SALE AND MARKETING OF FLAVORED TOBACCO IN THE CITY OF WILDWOOD; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, research indicates that tobacco use is the number one cause of preventable death in the United States, and almost 90 percent of tobacco users started before they were 18 years old; and,

WHEREAS, research from the Harvard School of Public Health found that tobacco manufacturers are targeting youth with flavored products that mask the harsh and toxic properties found in tobacco smoke and spit residue; and,

WHEREAS, in Sumter County, nearly 1 in 4 high school youth have used tobacco in one or more forms in the past 30 days; and,

WHEREAS, studies indicate that Sumter County youth use smokeless tobacco products at a significantly higher rate than the youth in the State of Florida, often times using products which contain flavoring characteristics; and,

WHEREAS, tobacco manufacturers are banned from directly or indirectly targeting youth in advertising, marketing and promotion of tobacco products aimed at initiating, maintaining or increasing youth use of tobacco in ordinance with the 1998 Master Settlement Agreement; and,

WHEREAS, there have been suggestions that manufacturers target youth through the various flavors in tobacco products and their marketing; and,

WHEREAS, youth-oriented colorful and stylish packaging and flavors such as Green Apple, Cherry, Root Beer, French Vanilla, Grape, Mango, Peach and numerous other flavors identified in retail outlets in Sumter County appear to increase adolescent use of tobacco; and,

WHEREAS, national studies have found that the vast majority of people who are using these flavored tobacco products are youth and young adults; and,

WHEREAS, research by the Students Working Against Tobacco youth and the Tobacco-Free Partnership of Sumter County found that the majority of tobacco retailers surveyed in Sumter County sell flavored tobacco products of various kinds; and,

WHEREAS, flavored tobacco products are defined as loose tobacco, snuff flour, plug and twist tobacco, fine cuts, long cuts, chewing tobaccos, dissolvable tobaccos, snus, shisha tobaccos, cigarettes, cigarillo, cigars, other smoking and snuffing products, and all other forms of tobacco products, that contain any product or additive, either artificial or natural, that is designed to be a characterizing flavor of either the tobacco product or the byproduct it produces; and,

WHEREAS, the City Commission of the City of Wildwood has no authority to stop sales of such products within the City; and,

WHEREAS, the City Commission supports the Sumter County Students Working Against Tobacco Youth and the Tobacco Free Partnership of Sumter County in their efforts to stop use of such products by the youth of Sumter County.

NOW, THEREFORE, BE IT RESOLVED, BY THE CITY COMMISSION OF THE CITY OF WILDWOOD, FLORIDA, THAT:

1. That the City of Wildwood supports the Students Working Against Tobacco and Tobacco Free Partnership in their efforts to stop all local retailers who sell tobacco products where youth have access to their store or products to cease the sale and marketing of all flavored tobacco products, in order to reduce the exposure and use of tobacco products to Sumter County youth.

DONE AND RESOLVED, this 14<sup>th</sup> day of November, 2011, in regular session, by the City Commission of the City of Wildwood, Florida.

CITY COMMISSION  
CITY OF WILDWOOD, FLORIDA

SEAL

ATTEST: Joseph Jacobs  
Joseph Jacobs, City Clerk

Ed Wolf  
Ed Wolf, Mayor